

# GALLAHER

SUPPORTING YOU!

## Wholesale Depot of the Year 2008

Your chance to

# SHINE

Enter now and  
win £2500 for  
your depot !!



2007 Winners: Graham Jagger and  
Chris Carter of Parfetts Sheffield



AsianTrader  
AWARDS 2008

"I feel ecstatic to have won. This is real, independent recognition of what our depot has done over the past three years of trading."

Chris Carter, Deputy Manager,  
Parfetts Stockport, 2007 Winner

AsianTrader  
AWARDS 2008

GALLAHER  
A MEMBER OF THE JTI GROUP



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Asian Trader & Gallaher have again teamed up to find and reward the UK's best wholesale depot. The competition is open to all cash and carries and delivered operators and the winning depot will be crowned at the Asian Trader Awards at The Grosvenor Hotel, London on the 11th November 2008 with a cash prize of £2,500.

To enter simply complete this form and send to Asian Trader including at least three pictures of your depot (outside, inside and tobacco room). The shortlisted winners will be visited in the final judging stage.

Company Name: \_\_\_\_\_ Depot: \_\_\_\_\_ Size (in ft<sup>2</sup>): \_\_\_\_\_  
 Manager's Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 Postcode: \_\_\_\_\_ Tel: \_\_\_\_\_ email: \_\_\_\_\_

### DEPOT DETAILS

What is the main type of business of the depot:  C&C  Delivered  Both  
 Turnover for last three years ? 2005: \_\_\_\_\_ 2006: \_\_\_\_\_ 2007: \_\_\_\_\_  
 Product availability in: Grocery \_\_\_\_%: Alcohol \_\_\_\_%: Tobacco \_\_\_\_%: Other \_\_\_\_%:  
 How many customers do you have: \_\_\_\_\_  
 What is the share of turnover? i.e retail vs catering/foodservice

### MERCHANDISING AND SALES INITIATIVES

Do you have a tobacco room within the depot? YES / NO  
 If yes, is it managed and supported by a tobacco manufacturer? Which: \_\_\_\_\_  
 What forms of POS material do you use within the depot to raise product awareness across all categories – i.e stand alone units, shelf wobblers, floor stickers etc?  
 \_\_\_\_\_  
 Are there any other initiatives currently in use to increase depot sales and product availability?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

### TERMS & CONDITIONS

All Cash & Carry depots and delivered wholesalers are eligible to enter. The prize will be awarded to the wholesaler who in the opinion of the judges has attained the highest marks. Depots which make the short-list will be visited and invited to the Asian Trader of the Year Awards on November 11th where the award will be presented. The winner will be announced at the dinner and no prior intimation about the winner will be given. All entries must be made on the official entry form. The decision of the judges is final and no other correspondence will be entered into. All entries must be accompanied by at least 3 photographs showing depot exterior, interior and tobacco room. The title AsianTrader Awards is copyright of Asian Trade Publications Ltd. Closing date for entries is the 30th May 2008. Entries received after 30th May 2008 cannot be guaranteed entry into the competition.

### RETAIL CLUBS

Do you operate a retail club? \_\_\_\_\_ If yes, how many members ? \_\_\_\_\_  
 Do you hold meetings for your members? If yes, how frequently do you hold meetings? \_\_\_\_\_  
 Do you hold 'member only' days and special events? If yes, please state what you do:  
 \_\_\_\_\_  
 \_\_\_\_\_  
 What forms of communication do you use to update your members – i.e newsletters, emails, website etc?  
 \_\_\_\_\_  
 What are the main member benefits of signing up to your retail club? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

### REGULATION AND INFORMATION

How do you inform your customers of updates to regulation and legislation in specific sectors i.e tobacco, alcohol, food etc? Please state initiatives below:  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

### TRAINING AND DEVELOPMENT

How do you ensure that your staff are trained and knowledgeable in the categories that they are working in?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Have you ever used manufacturers to support training initiatives? If so, please give details:  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

### SUPPLEMENTARY INFORMATION

We welcome your entry to be accompanied by any other information you feel may help you in your nomination for Asian Trader Depot of the Year. Please remember to send in three pictures of your depot (outside, inside and tobacco room) to validate your entry. Send your completed entry form to Depot of the Year 2008, Asian Trader, 1 Silex Street, London SE1 0DW. If you prefer to complete online visit [www.asiantrader.biz/awards/](http://www.asiantrader.biz/awards/)

